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Election 2016: Nick Xenophon refuses to be styled for GQ Australia, wears Target

Jenna Clarke

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Nick Xenophon usually causes headaches for Malcolm Turnbull and co. Now the fashion team at *GQ Australia* have witnessed his rebellious streak first hand after the independent senator refused to wear anything over $100 for a spread in the luxury magazine.

Xenophon will appear in the upcoming issue of the *Gentlemen's Quarterly* wearing undies from Kmart and a suit from Target as he "refused to be styled" according to a spokesperson for the publication.

Nick Xenophon wearing a Target suit in the June-July issue of GQ Australia. JORDAN GRAHAM/GQ AUSTRALIA

"Nick Xenophon was exclusively photographed for the June-July issue of *GQ Australia*, defending his rigid $100 clothes cap for the shoot - proudly wearing a Target suit, Lowes shoes and Kmart undies."

It's a departure for *GQ*, where high-end designer labels are de rigueur, and subjects are usually subjected to the styling direction of renowned fashion editor Brad Homes.
Homes was the man behind the infamous Hugo Boss turtle neck donned by Greens leader Richard Di Natale earlier this year.

"He was very comfortable in that turtleneck," *GQ Australia* editor Matthew Drummond said. "For all the stick he's copped, taking part in this interview and shoot, a high fashion shoot like this, shows he's a man who is comfortable and confident in himself."

While Di Natale rocked the designer rollneck jumper and Christian Louboutin brogues without socks, he did originally request to wear Australian designers for the spread.

GQ then met its match in Xenophon whose mass market spirit could not be broken.

The corresponding story is an extension of his 'man of the people' image. He claims to hate being referred to as a senator unless he's in the chamber in Canberra, preferring "the bozo" moniker which he says he earned "20 years ago".

"In state parliament, I had the title 'The Honourable' and after 10 years they told me I could apply to have the title for life, to put it on my letterhead. I loathe that crap," the NXT leader said.

The status of his relationship with the Prime Minister was also canvassed, "I wouldn't say it's a relationship. I've known Malcolm many years - we're civil, but not close. I had dinner with him once when he was Opposition leader and we came up with the alternative emissions trading scheme, which we launched in 2009," he said.

Xenophon has a penchant for affordable fashion. On Monday he appeared on *Q&A* wearing what he called a "$99 suit".

Promoting Australian made products and creating local jobs are two major platforms of his election campaign.

Target Australia is owned by ASX-listed conglomerate Wesfarmers.

Target brand products are made in factories in Bangladesh, India, Cambodia and Pakistan.

In 2013 a number of Australian businesses, including Target and Kmart, were at the centre of a *4 Corners* investigation that found the offshore factories engaged by the retailers were operating as sweatshops that did not meet international health and safety standards.

Following the report Target and Kmart signed an accord guaranteeing improved working conditions for all employees.

Jenna Clarke is fashion and lifestyle writer/editor with Fairfax Media. Connect via Twitter or Facebook.